

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions and listings of claims in this application.

1.-3. Cancelled.

4. (Currently Amended) The method of claim ~~1~~29, wherein the identification of the location of the user within the content server site is ~~used~~arranged for access control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence;

5. (Currently Amended) The method of claim ~~1~~29, wherein the identification of location of the user within the content server site is ~~used~~arranged for caching utilities enabling to identify cached content according the identified content location;

6. (Currently Amended) The method of claim ~~1~~29 wherein the identification of location within content server site is ~~used~~arranged for billing applications ~~enabling to identify the content service and~~ by applying ~~the respective~~ billing rules ~~according in accordance with the~~ identified content location;

7. (Currently Amended) The method of claim ~~1~~29, wherein the identification of the location within the content server site is ~~used~~arranged for data retrieval services ~~enabling to identify the content service type and comprising~~ retrieving ~~the~~ required data ~~form~~from ~~the~~ respective data source according to the identified location within the content server site;

8. (Currently Amended) The method of claim 4-29, further comprising ~~the step of~~ processing the content to fit user mobile device specifications wherein the identification of the location within the content server site is ~~used~~ arranged for selecting content processing ~~and enhancements to be performed on the markup content~~ before delivery to the mobile device.

9. (Currently Amended) The method of claim 4-29, wherein the identification of the location within the content server site is ~~used~~ arranged for sampling the usage of ~~said the~~ location and providing usage statistical analysis.

10. (Currently Amended) The method of claim 4-29, further comprising ~~the step of~~ displaying the sequence of hyperlinks titles to the user ~~in order to~~ for enabling the identification of previously visited content services.

11. (Currently Amended) The method of claim 10, wherein the service identification is ~~used~~ arranged for tracking users' activities for billing purposes.

12. (Currently Amended) The method of claim 10 wherein the identification of services by the user is ~~used~~ arranged for enabling the user to return to ~~said the~~ services.

13. (Currently Amended) The method of claim 4-29, wherein the service identification module functionality is implemented at least in part ~~or in whole~~ within the user ~~agent~~ device.

14. – 15. Cancelled

16. (Currently Amended) The system of claim 4-30, wherein the identification of the location within the content server site is ~~used~~ arranged for access control utilities enabling

access restriction to specific content according to content location as defined by the hyperlinks title sequence;

17. (Currently Amended) The system of claim ~~14-30~~, wherein the identification of location within content server site is ~~used~~ arranged for caching utilities enabling to identify cached content according the identified content location;

18. (Currently Amended) The system of claim ~~14-30~~, wherein the identification of location within content server site is ~~used~~ arranged for billing applications ~~enabling to identify the content service and for~~ applying the respective billing rules in accordance with ~~according the~~ identified content location;

19. (Currently Amended) The system of claim ~~14-30~~ wherein the identification of location within content server site is ~~used~~ arranged for data retrieval services ~~enabling to identify the content service type and for~~ retrieving ~~e the~~ required data ~~form~~ from ~~the~~ respective data source ~~accordingly~~;

20. (Currently Amended) The system of claim ~~14-30~~, further comprising a processing module for adapting the content to user mobile device specifications wherein the identification of the location within the content server site is ~~used~~ arranged for selecting the respective content processing ~~and enhancements~~ to be performed on the ~~markup~~ content before delivery to the mobile device.

21. (Currently Amended) The system of claim ~~14-30~~, wherein the identification of the location within the content server site is ~~used~~ arranged for sampling the usage of said location and providing usage statistical analysis.

22. Cancelled.

23. (Currently Amended) The system of claim ~~14-30,~~ further comprising ~~the step of~~ displaying the sequence of hyperlink titles to the user ~~in order to for~~ enabling the identifying ~~location of~~ previously visited services.

24. (Currently Amended) The system of claim ~~14-30,~~ wherein the ~~service~~ identification ~~tracking module~~ is ~~used-arranged~~ for tracking users' activities for billing services.

25. (Currently Amended) The system of claim ~~14-30,~~ wherein the identification of ~~services~~ content location by the user is ~~used-arranged~~ for enabling the user to return to ~~said-a~~ predefined content locations ~~services~~.

26. Cancelled.

27. (Currently Amended) The systems of claims ~~14-2630,~~ wherein the ~~service-content~~ analysis ~~identification~~ module is implemented within an existing gateway or proxy on the network.

28. Cancelled.

29. (New) A method of identifying contextual location of a mobile device user within a content server over a cellular network comprising:

receiving user visited content from a content server, the content exhibiting embedded hyperlinks each associated with a corresponding title and a corresponding uniform resource locator (URL);

parsing the received content and extracting the embedded hyperlinks and their corresponding titles and dynamic URLs, and storing the hyperlinks wherein each title is associated with its corresponding dynamic URL;

upon receiving a subsequent URL request, extracting corresponding hyperlink title from previously stored hyperlink according to presently received URL;

creating a short term user surfing course comprising a sequence of hyperlink titles and the corresponding dynamic URLs; and

identifying mobile device user contextual location within content server by comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of hyperlinks titles sequences stored on a predefined database.

30. (New) A system for identifying contextual location of a mobile device user within a content server, over a cellular network comprising, the system implemented within a proxy server, comprising:

a content analysis module; and

a tracking module,

wherein the content analysis module is arranged to:

receive user visited content from the content server, the content exhibiting embedded hyperlinks each associated with corresponding title and corresponding uniform resource locator (URL);

parse the received content and extract the embedded hyperlinks and their corresponding titles and dynamic URLs and store the hyperlinks wherein each title is associated with its corresponding dynamic URL; and

upon receiving a subsequent URL request, extract corresponding hyperlink title from previously stored hyperlink according to presently received URL; and

create a short term user surfing course comprising a sequence of user selected hyperlink

titles and their corresponding dynamic URLs;

and wherein the tracking module is arranged to identify the mobile device user contextual location within content server by comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of hyperlink titles sequences stored on a predefined database.

31. (New) The method of claim 29, further comprising: registering the hyperlink titles sequence in persistent storage for future analysis.

32. (New) The system of claim 30, further comprising a registry arranged to hold the hyperlink titles sequence for future analysis.